



JOANNE BOWERS
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Commissioner Robert Taub, Chairman
Commissioner Tony Hammond, Vice Chairman
Commissioner Nanci Langley
Commissioner Mark Acton

POSTAL REGULATORY
COMMISSION
U.S. DEPARTMENT OF JUSTICE

Postal Regulatory Commission
901 New York Avenue, NW Suite 200
Washington, DC 20268

RE: Docket No. RM2017-3
January 30, 2020

Dear Commissioners:

On behalf of March of Dimes and the millions of American families that have experienced premature birth, maternal mortality, and other pregnancy health issues that we serve, I am writing to urge you to reconsider your proposal to increase postage rates several times the rate of inflation. These increases – which are estimated to reach seven percent per year - will have a negative impact on the March of Dimes' ability to carry out its mission and will not reform the Postal Service.

For 80 years, March of Dimes has helped cure polio, provided programs, resources, and advocacy to improve the health of mothers and babies across the US. Since the beginning, direct mail has been a crucial component of our work. Today, direct mail generates almost 19% of March of Dimes' income from public donations and remains one of the largest sources of donation income to the charity. In 2020, March of Dimes is planning on spending over \$3.6 million on postage. Fulfilling our mission is critically dependent on our ability to operate and develop resources efficiently and in a cost-effective way.

March of Dimes is not able to increase our budget to continue to keep pace with postage increases over the next five years. Any expense, such as postage, that exceeds our means will result in necessary reductions in our use of mail. Such a reduction will lead to less revenue, limiting our reach and reducing the amount our organization can spend on maternal and infant health programs, advocacy, and research funding.

March of Dimes urges the Postal Regulatory Commission to reconsider its proposal.

Sincerely,

A handwritten signature in black ink that reads 'Joanne Bowers'.

Joanne Bowers
VP Chief Audience Officer